



California Public Employees' Retirement System
Office of Public Affairs
P.O. Box 942701
Sacramento, CA 94229-2701
TTY (916) 795-3240
(916) 795-3991, Fax (916) 795-3507
www.calpers.ca.gov

Agenda Item 20

June 15, 2011

TO: MEMBERS OF THE BOARD OF ADMINISTRATION

I. SUBJECT: Public Affairs Update

II. PROGRAM: All

III. RECOMMENDATION: For Information Only

IV. ANALYSIS:

The attached report highlights recent strategic communications activity and initiatives.

V. STRATEGIC PLAN:

This is not a product of the CalPERS strategic plan, but an ongoing responsibility of the Chief of Public Affairs.

VI. RESULTS/COSTS:

N/A

BRAD W. PACHECO
Chief, Office of Public Affairs

PATRICIA K. MACHT
Director, External Affairs Branch

Members of the Board of Administration

[Insert meeting date]

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NAME OF DIVISION CHIEF

Title

Unit Name